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FEATURING THE GREATEST ASSORTMENT
AND LARGEST SUPPLY OF
Commercial Cut Flower Dahlias
AVAILABLE IN THE COUNTRY !!



**FLOWER
BULBS
ROOTS
AND
PLANTS**

✿

Wholesale List

SPRING 1941

FOR TERMS OF SALE
SEE PAGE 8

SEE PAGES
17 - 18 - 19
For Fast Selling
Line of
Attractive
Bulb
Packages

WALTER J. GUILLE, INC.

FLOWER BULB SPECIALISTS

HICKSVILLE, LONG ISLAND, NEW YORK

We Are Headquarters For The Finest Commercial Cut-Flower



Frau O'Bracht

DAHLIAS

Our 1940 growing season was very much more favorable than the previous year and as a result we have harvested a very fine crop of roots. While we have made every effort to increase our stocks of some of the old popular kinds that were about to become extinct there is still a great shortage of many favorite varieties. In fact, if there is an increased call for roots arising out of the much better demand for flowers that prevailed in 1940, this shortage will be felt on practically the entire list of commercial kinds.

Despite increased growing costs our low prices are being maintained for it is our desire to encourage the more general use of Dahlias.

The war has just about cut off the importation of newer varieties from Europe but we follow the American introductions closely and add them to our list as soon as their value is demonstrated.

Our wide list of satisfied customers, extending through every Dahlia using State of this country and many foreign lands, is proof of our desire and ability to serve with satisfaction. New customers will find us just as anxious to please them.

To Help Make Your Selection

Many customers ask us to recommend a list of varieties suitable to their purpose and in response to this request we have divided our whole list of large flowering varieties into three main groups as under:

Varieties Designated - - -

- *** This group is intended for those who want the leading commercial kinds in the low price range of roots.
- ** This list contains kinds that have excellent cut flower qualities, but, being newer or rarer, are higher priced.
- * These are mainly intended for garden use. Most of these have larger flowers which are usually too bulky or soft for general commercial use.

The initials behind each variety designate (I. D.) Informal Decorative; (F.D.) Formal Decorative; (C.) Cactus; (S.C.) Semi Cactus.

	Strong Divisions EACH
*** A. D. LIVONI. Some of our customers still want this old-timer for cut flower use. A small ball type. Flowers are rosy-lavender with lighter base.10
** ANNA BENEDICT. (I.D.) A beautiful shade of garnet-red with darker shadings at base. A thrifty grower with lots of substance, good form and strong stems.15
*** AVALON. (I.D.) Beautiful clear yellow and the best of this color for commercial use. Fine form on long stems. In hot weather the stems are somewhat rubbery but this fault is corrected in the Fall.06
	\$5.00 per 100; \$45.00 per 1000
** BAERNE. (S.C.) Splendid cactus variety that has been a consistent prize winner in Europe. Color is deep rose-pink at tips with amber-yellow at base. Strong wiry stems and very free. Early and profuse.25
*** BLUE JERSEY. (F.D.) This is a true sport of Jersey's Beauty and has all of the parent's fine qualities. Color is orchid lavender and since we introduced it to the trade a few years ago it has become a leader among commercial kinds.10
	\$8.00 per 100; \$75.00 per 1000
*** BRONZE BALL. (Ball) Sturdy, medium size flower that is popular in the New York market. Solid bronze. Free flowering and good stem.06
	\$5.00 per 100; \$45.00 per 1000

	Strong Divisions EACH
* BUCKEYE BRIDE. (F.D.) Geranium pink and soft salmon. Large flowers on long stems. Good clean grower. Flowers profusely all season.20
* BUCKEYE KING. (F.D.) Large amber yellow. Sturdy flower of fine form. Excellent grower. We recommend it as among the best in this color.15
* CALIFORNIA IDOL. (I.D.) Fine, clear yellow. Massive flower on low bush.30
** CAVALCADE. (F.D.) A beautiful shade of old rose. The stem and formation closely resemble Jersey's Beauty with flowers somewhat larger and several shades deeper in color.15
* CHAUTAUQUA SALUTE. (F.D.) The purest white of any dahlia we know of and a prolific bloomer. The flowers, which average 7 and 8 in. across, literally cover the strong growing bush.20

Note—You May Deduct 5% When Cash Accompanies Order. See Terms of Sale Page 8.

Dahlias. Large Flowering Varieties -- Continued

Strong
Divisions
EACH

- * **CHEMAR'S BLUE GEM.** (Dec.) A very glowing bluish-purple. Stems are straight and hold the large bloom erect. Strong grower and constant bloomer. Very attractive and unusual foliage.25
- ** **CIGARETTE.** (S.C.) Medium size flowers of variable burnt orange with tips of creamy white. Long stiff stems and many flowers.20
- * **CLARA CARDER.** (I.D.) Light cyclamen pink. Large flower for garden use.15
- *** **COUNTESS OF LONSDALE.** (C.) In response to a persistent demand we have again added this old favorite to our list. A profuse blooming cactus variety. Flowers are a delightful salmon-rose shade.12
- * **DR. JOHN CARMAN.** (F.D.) Very large, heavy flower. Color is a distinctive tyrian rose, with silver tips. Fine for cutting and in the garden it is outstanding.15
- * **DWIGHT W. MORROW.** (F.D.) A huge crimson-red flower that is admired by all who see it. The petals curve around the back and form a perfect sphere. Very fine.25
- *** **ELKRIDGE.** (I.D.) A fine commercial white of graceful shape. Long, strong stems and a good grower.10
- *** **ELSIE BURGESS.** (Ball) An old time favorite. White base with lavender tips. Profuse bloomer and splendid keeper.06
\$5.50 per 100; \$50.00 per 1000
- * **FORT MONMOUTH.** (I.D.) Deep maroon with violet petal tips. The striking color makes this variety a ranking favorite.15
- *** **FRANCES LA ROCCO.** (F.D.) This is the most popular of the light yellow varieties. Good cutter and much used by commercial growers.06
\$5.00 per 100; \$45.00 per 1000
- *** **FRANCES LA ROCCO IMPROVED.** This is an improved form of the above variety. The flowers are much deeper yellow and the keeping quality is considerably better. It is worth much more than the difference in price and we recommend it highly.10
\$8.00 per 100; \$75.00 per 1000



Jane Cowl

- ** **FRAU O'BRACHT.** (C.) Clear yellow cactus variety that is a real beauty. Medium size flowers. Fine stems.20
- *** **GALLANT FOX.** (F.D.) A commercial red that should be grown by every florist. Not a profuse bloomer but its keeping qualities, sturdy stem and fine color make it a valuable sort.06
\$5.00 per 100; \$45.00 per 1000
- * **GERTRUDE BRITTON.** (F.D.) A low growing spectrum red on perfect stem. Must be topped out early for good cut flowers.07
- *** **GOLDEN ECLIPSE.** (F.D.) Large, golden yellow on tall strong stems. Excellent cut flower variety. Good keeper. Plants must be tied up for best results.08
- * **GOODNIGHT.** (I.D.) Deep ox-blood red that never fails to attract attention. Exceedingly popular for cut flowers and garden use and we never can grow enough of it.20
- * **HUNT'S VELVET WONDER.** (I.D.) A huge flower that will appeal to those who want size. Color is rosy-magenta which blends into a true purple. Strong, heavy stems.20

Strong
Divisions
EACH

RETAILERS: See Pages 18-19 for Dahlias in Packages — Easily Displayed and Self Selling.

Dahlias. Large Flowering Varieties -- Continued



JERSEY'S BEAUTY

★★★ Jersey's Beauty (F. D.)

This fine pink variety still maintains its position as the leader of all commercial kinds and we are by far the largest suppliers of it. We offer carefully rogued and selected stock as follows:

each, .06; per doz. .66; per 100 \$5.00
(250 or more at \$45.00 per 1000)

Strong
Divisions
EACH

- | | |
|--|--|
| <p>* INDIANA MOON. (I.D.) A large flower of flesh ochre with a faint line of spinal pink. Good stems and perfect form. A garden favorite.15</p> <p>** J. J. JEFFERSON. (F.D.) A sturdy milk-white with excellent substance and strong stem. A worthy addition to any florists' list.10</p> <p>** JAMES KIRBY. (I.D.) Very fine clear red that has good form, stem and substance. For those who want outstanding flowers this is the best red. Must be staked, tied and grown with care for best results.12</p> <p>* JANE COWL. (I.D.) Large, shaggy flower of copper and gold. This old favorite is losing its popularity with commercial growers on account of its poor keeping trait but is still one of the most popular for garden use.08
\$7.50 per 100; \$70.00 per 1000</p> <p>*** JEAN KERR. (F.D.) Still the most popular white with most cut flower growers. The flowers are medium size and many are produced on each plant. A good keeper and fine for floral work.06
\$5.00 per 100; \$45.00 per 1000</p> | <p>Strong
Divisions
EACH</p> <p>* JERSEY'S BEACON. (F.D.) Chinese red with lighter shadings on reverse side which give a beautiful two-toned effect. Large flower.08
\$7.50 per 100; \$70.00 per 1000</p> <p>** JERSEY'S DAINTY. (C.) A fine, true Cactus. White with slight lavender tinge. An excellent cut flower variety that produces many flowers on good stems.12</p> <p>* JERSEY'S GLORY. (F.D.) Orange and yellow. We recommend this variety as one of the best in this color.10</p> <p>** JERSEY'S TRIUMPH. (F.D.) Bright copper with salmon shadings. This is a variety that should be much more extensively grown for it is a real beauty. The color is a distinct shade of bright copper and old gold and the form, stem and substance leave nothing to be desired. A fine cut flower and show variety.12</p> <p>*** JERSEY'S WHITE BEAUTY. See "White Jersey's Beauty".</p> <p>* KEMP'S VIOLET WONDER. (I.D.) A beautiful violet and the finest in this color.25</p> <p>* KEMP'S WHITE WONDER. (See White Wonder.)08</p> <p>*** KENTUCKY. (F.D.) This beautiful orange sport of Jersey's Beauty, with all of the fine traits of the parent, ranks close to the top of the list of the leading commercial kinds and also belongs in every garden collection.08
\$7.50 per 100; \$70.00 per 1000</p> <p>*** KISS ME. (S.C.) A fine bi-color variety of variable white and red that has impressed many local growers and is now one of the leading cut flower varieties with those who grow for the market.08</p> <p>*** LE TOREADOR. (F.D.) This is the leading commercial red variety in the low priced range. Medium size, flat flower of glowing deep red. Strong stem of medium length.06
\$5.00 per 100; \$45.00 per 1000</p> |
|--|--|

We Are Glad To Help With YOUR Dahlia Problems — Feel Free To Write To Us.

Dahlias. Large Flowering Varieties -- Continued

Strong Divisions EACH

- * **LOIS WALCHER.** (I.D.) Variable pansy-purple with white tips. An outstanding flower that makes an immediate appeal with all who see it. Its keeping qualities make it excellent for cut flower use. We have again reduced the price.35
- ** **LONG ISLAND RED.** (F.D.) Unusual shade of geranium red that catches the eye and makes an appeal. Very free flowering. Medium size flower. Shows some open centers in warm weather but corrects this as season progresses.08
- * **MARSHALL'S PINK.** (F.D.) Large, globular flower of bright pink with silver sheen. Somewhat soft for early season commercial use but a beauty in the garden.08
- *** **MAUDE ADAMS.** (Show) Our southern customers still want this old favorite and we have again increased our stock. Profuse blooming variety with strong stems. The flowers, which are snow white with slight pink edging, are very useful for florist work.07
- ** **MISS BELGIUM.** (C.) An even shade of burnt orange. Medium size flower on long, wiry stems. Early and continuous flowerer. This variety is fast becoming very popular and deservedly so.15
- * **MRS. A. E. WHEELER.** (F.D.) Royal purple with lighter veins. Good, free flowering variety and a nice grower. If you like Thos. Edison, you should also have this one.12
- * **MRS. GEO. LE BOUTTILLIER.** (I.D.) Rich, velvety-carmine, producing giant flowers on long stems. Good garden variety.15
- * **MRS. I. de VER WARNER.** (F.D.) This is still a favorite orchid-lavender variety. While the blooms are too soft for commercial use, it is a variety that should be in every Dahlia garden.08
\$7.50 per 100; \$70.00 per 1000
- * **MURPHY'S MASTERPIECE.** (I.D.) This is undoubtedly the largest and finest of all red varieties and possibly the finest in any color. The roots are difficult to winter over which accounts for the maintenance of the high price.60
- * **MYRA HOWARD.** (I.D.) Pure golden color with a sheen of rose. Large flower with straight, stiff stem. A real beauty.15
- *** **NATHAN HALE.** (F.D.) Coppery-yellow and gold and good form, stem and substance. Should be planted early as it is a late bloomer. Very fine and the best in this color.08



Nathan Hale

Strong Divisions EACH

- * **OMAR KHAYYAM.** (F.D.) Large flower of Chinese red and orange. Strong grower and stiff stems.08
- * **PRINCE OF PERSIA.** (I.D.) Bright cardinal-red and a real beauty. Flowers face well on long stems. Good grower.12
- *** **RED JERSEY.** (F.D.) This is an excellent commercial red with the same habits of growth as Jersey's Beauty. Good form, color and stem. Now offered at a reasonable price.12
\$11.00 per 100; \$100.00 per 1000
- * **ROSE FALLON.** (F.D.) Old gold with rosy bronze shadings. Immense flower on very tall plant.08
- * **ROSE FALLON—LAVENDER.** (F.D.) This is a true lavender sport of Rose Fallon and offered here for the first time. In the mid-west where Rose Fallon is popular this fine sport should be very welcome.20
- *** **RUBY TAYLOR.** (F.D.) Ruby red with purple shading. Fine, large flower on vigorous bush. Commercial growers are taking to this variety for it has many fine qualities and we urge all our customers to give it a try.15

6 or More at Dozen Rate; 25 or More at 100 Rate; 250 or More at 1000 Rate

Dahlias. Large Flowering Varieties -- Continued



White Jersey's Beauty

- | | Strong
Divisions
EACH |
|---|-----------------------------|
| *** SAGAMORE. (F.D.) Golden yellow and orange. Free bloomer and good shipper. An old favorite with commercial men but now seems to be slipping. | .10 |
| * SAGAMORE GOLD. (F.D.) A Long Island seedling that looks very good and has many fine qualities. It is larger and more brilliant than Sagamore. Deep orange color with golden caste. | .10 |
| * SATAN. (S.C.) Enormous shaggy flower of flame red with gold center. Tall strong plants. | .20 |
| ** SCARLET ELEGANCE. (C.) True cactus variety. Medium size flowers of fiery-red. Long, wiry stems. Very fine for basket work. | .15 |
| ** SCARLET WONDER. (S.C.) A European prize winner. Pure scarlet on tall, cane-like stems. Very good. | .25 |
| * SIR LANCELOT. (F.D.) Garnet-rose shading to purple. Vigorous grower with many large flowers on strong bush. We offer this variety for the first time with the belief that it is a ranking contribution to the commercial list and we would like all of our customers to try it. | .20 |
| ** SON OF SATAN. (C.) A very fine garden Dahlia. Many flowers on the strongest growing plant of any Cactus variety we know of. Large shaggy flowers of bright red on long stems. | .50 |

- | | Strong
Divisions
EACH |
|---|----------------------------------|
| * STAR OF BETHLEHEM. (S.C.) A large, pure white cactus that commands favorable attention in any garden collection. | .15 |
| * SULTAN OF HILLCREST. (F.D.) Of unique form with petals recurving to the stem which attracts one's attention. Huge blooms of lemon-yellow with reverse of rosy pink on fine stems. | .12 |
| *** SYLVIA. (I.D.) We have again built up a limited stock of this old florists' favorite. Flowers are profusely borne on vigorous growing bush. Small flower of nice pink and white combination. Fine for florists' use. | .10 |
| ** TEDDY JOHNSON. (F.D.) The flowers, 3 inches in diameter, are white with pink and lavender shadings and are borne on strong, wiry stems, which make them ideal for florists' use. The plants are profusely covered with flowers the whole season. | .10 |
| * THE WORLD. (F.D.) Purple with silver on reverse of petals. Dwarf grower but desirable for unusual color combination. | .15 |
| * THOMAS EDISON. (F.D.) A grand and striking variety of deep royal purple. Deservedly popular. We have increased our stock of this variety in response to a demand that persists from year to year. | .15 |
| * TREASURE ISLAND. (F.D.) Huge flowers of a beautiful apricot and salmon-gold combination. Very fine. | .12 |
| ** TRIUMPH DE ARMIES. (I.D.) Very variable in color but every flower is beautiful. Maroon to purple and often with white base. Many flowers and stiff stems. | .12 |
| * TRIUMPH DE PARIS. (S.C.) Brilliant orange-red with yellow at petal base and tips. Strikingly beautiful. Long strong stems. | .25 |
| * WATCHUNG GIANT. (I.D.) A new, huge yellow-gold variety that has all the qualities to make it a winner with those who want enormous flowers. Fine form and substance and good stem. | .15 |
| *** WHITE JERSEY'S BEAUTY. (I.D.) This is the true Waite variety and we can now very definitely state that it is outstanding in all of its qualities and promises to be a commercial leader. The flowers, of medium size, pure white, are borne profusely on wiry stems. The foliage is crisp, clean and insect resistant. All commercial growers should have this one. | .20 |
| *** WHITE KING. (F.D.) This is a leading pure white with commercial growers. The flowers are of perfect form and the right size for cut flower use. | .06 |
| | \$5.00 per 100; \$45.00 per 1000 |
| * WHITE WONDER. (I.D.) A large flower that is a beauty for the garden. Pure white with good stem and perfect form. | .08 |

Mixture of Large Flowering Kinds

This is made up from field and warehouse mixtures and comprises a wide range of variety and color. Not recommended for commercial growers but suitable for a feature sale of dry roots.

Doz., \$5.00; 100, \$35.00; 1000, \$300.00

MINIATURE DAHLIAS

All cut flower market reports emphasize what we have been telling our customers for several years—that there is a constantly growing demand for the smaller types of flowers—Miniatures and Pompons.

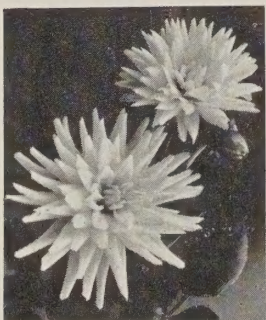
The flowers are useful over a long period for they are not affected by the summer heat as much as the larger types. Rapid strides have been made in the development of better varieties and our list includes a wide range of color in the finest available kinds.

	Strong Divisions EACH
BABY ROYAL. A leading variety in the small flowering group. Attractive combination of salmon, apricot, and yellow. Free flowering. Note our special price this season.	\$.08
BABY SAGAMORE. Perfect decorative form. Flowers are orange-yellow borne very profusely on tall, strong plants.15
BISHOP OF LLANSDAFF. An unusual attractive flower. Petals are bright scarlet with a center of deep garnet. Foliage is lacy and of reddish bronze color which is an added attraction. Very popular for the garden or as a cut-flower.15
CHANCELLOR. A striking single variety that is a sensation wherever grown. Coffee brown with pronounced inner circle of maroon. Very fine.25
COCKTAIL. Dwarf single variety. Waved petals show the two toned effect of sulphur yellow and lilac.15
CORINNA. Very fine deep yellow. Long, straight stems and good keeper. Lots of flowers.18
CROIX DU SUD (SOUTHERN CROSS). A sensational European novelty. Anemone flowered with outer petals of blood-red and inner crest a combination of red and yellow. Tall, wiry stems. Very different and attractive.25
ERICA. Collarette type. Rich chocolate-maroon with white inner petals. Very attractive color combination.15
FAIRY. A very nice formal decorative. Color is almost the same as Jersey's Beauty. Long stems and tall grower. One of the best for florists.08
GLORIOUS. Very small, raspberry-red flowers. Long, wiry stems. A good one in this shade.20
JOAN. Beautiful cerise color that is unusual in Dahlias. Long, thin stems and many flowers.12
KIRBY JR. Deep scarlet with rich, ruby center. An excellent cut flower variety in a popular color.18
LANNIE. Very free blooming variety. Deep yellow of compact formation on long, stems.18
LITTLE DIAMOND. Small, perfectly formed Cactus. Lavender-rose with sulphur yellow base. Extra fine.20
LITTLE DREAM. Very pretty small cactus. Rose-pink with slight white tipplings. Long, wiry stems and graceful foliage.15
LITTLE JENNY. Canary yellow center shading to light rose at petal tips. Strong grower with abundance of flowers all season. This variety will yield more flowers than any we know of. Highly recommended.25
LITTLE MISS MUFFET. Delightful medium size flowers. Beautiful shade of light pink with waved petals.35
LITTLE SNOW QUEEN. This miniature, pure white Cactus is a beauty. Low growing bush with dense, graceful foliage. Good for cutting or garden display.15
ORCHID LADY. Bright violet-rose or light lilac. Produces flowers in great profusion. Long stiff stems, holding flowers at just the right angle making them valuable as a cut flower.15
TWINKLE. Unusual star shaped flower, slightly scented. White base with pink marking. Very free flowering. Medium size bush makes this a desirable garden variety where it can be effectively used for a mass planting or border work. The flowers make a striking centerpiece.10

MIXTURE OF MINIATURE VARIETIES

Made Up of Many Kinds in a Wide Color Range.

per doz. \$.75; per 100, \$5.50; per 1000, \$50.00



Easter Greeting

EASTER POT-PLANT DAHLIAS

While mainly used by Florists as pot plants these Dahlias are also useful as border plants for the garden. The plants are dwarf and the flowers barely protrude above the foliage. They are constant bloomers and make a good showing all season.

	EACH
CHRISTEL. Pure white.	\$.15
EASTER GREETING. Milk white.25
KATE. Chinese red.15
URSEL. Blood red.15



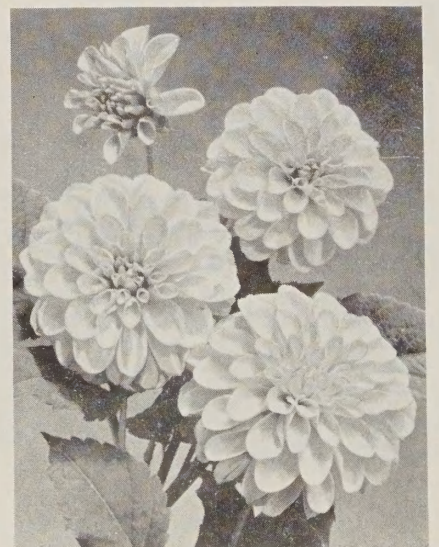
FAIRY



ERICA



CHANCELLOR

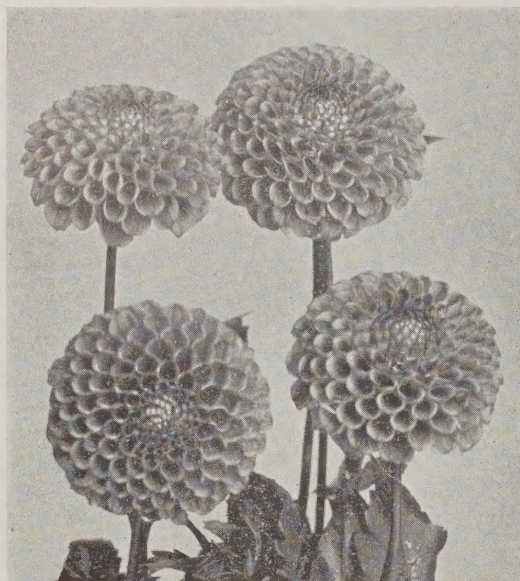


BABY SAGAMORE

POMPON DAHLIAS

For years we have made a specialty of Pompon Dahlias and, by selecting the finest varieties available in each color and offering them at most reasonable prices, we have done much to encourage their more general use.

You can select from this list with the assurance that you are getting the leading variety in each color.



INDIAN CHIEF



MARY MUNNS



MORNING MIST



ROTHOUT

	Strong Divisions Each
AMBER QUEEN. Solid amber color and a beautiful shade. Flower is larger than average, has good stems and is a prolific cutter.06
ATOM. Orange-red. Small flower on medium size bush.10
BELLE OF SPRINGFIELD. Solid red and considered by many as the best in this color. Small flower of perfect shape and with good stems.10
BOBBY. Deep plum-purple. Very free flowering. Good shape and substance.07
BRONZE BEAUTY. Bronze and old gold. While the flowers are larger than average this variety is well considered by commercial cut flower growers.06
CATHERINE. Large, bright yellow variety. The petals are somewhat coarse but the flowers are sturdy and the stems are strong.06
CORA MAY. Delightful combination of salmon-pink lightening to primrose-yellow at base and with a pronounced rosy eye. Long strong stems. Small flower of perfect shape. Extra fine.10
EDITH MUELLER. A beautiful two toned variety. Golden-orange at base and salmon-red at petal tips. The flowers are perfectly round and borne on long, strong stems. Very fine.06
GANDYMEDE. Small compact flower. Fawn pink.10
HAZEL. Buff color at petal tips with deeper brown at base. Nicely shaped flower on good stems.07
HONEY. Base of petals is yellow with an overcast of red. Nice color combination.08
INDIAN CHIEF. The average flower has a red base with white petal tips but there is quite some variation. Larger than average. Good cutter and strong stem.06
JOE FETTE. This is the leading white variety. Medium size flower of good shape and with nice stems. Low growing bush produces lots of flowers.08
LITTLE DAVID. Deep burnt-orange. Small flower of good shape and substance.07
MARY MUNNS. Fine lavender variety that is considered as among the very best in this color. Small flower of perfect shape and good producer.10
MORNING MIST. A fine newer variety that promises to be a general favorite both for commercial use and in the garden. The color is a rosy-lavender overlay on white base. It has long, strong stems and is a vigorous grower. Extra fine.10
NERISSA. Soft pink with lavender shadings. Low growing bush. Medium size flowers on good stems.15
ORA. A pretty combination of sulphur-yellow at base with lavender at petal tips. Long, wiry stem.10
ROSA WILMOTH. Deep rose-pink. Medium size flower on low bush. Best in this color.08
ROTHOUT. Deep scarlet and a favorite in this color. Long, strong stem and free flowering. Good commercial red.06
SNOW CLAD. Medium size pure white. Good grower with long stems and plenty of flowers.08
THORBE. Pleasing combination of lavender tips on light yellow base. Heavy flower on vigorous bush.10
TITAN. Very fine red. Tall stems held well above the foliage.12
YELLOW GEM. Creamy yellow and considered the best in this color. Small flower of perfect shape. Good substance and free blooming.10

MIXTURE OF POMPON VARIETIES

A balanced assortment comprising many colors.

Per Doz., \$.60; Per 100, \$4.50; Per 1000, \$40.00

TERMS AND CONDITIONS OF SALE

This list cancels all previous quotations. Prices as quoted are f.o.b. Hicksville and include packing. Terms are less 5% for cash with order or net 60 days, less 2% in ten days, on approved credit.

Less than 25 bulbs sold at the dozen rate, from 25 to 249 at the 100 rate, 250 and more at the 1000 rate.

NON-WARRANTY

Although we exercise the greatest care and precaution in sending out only such stock as should perform entirely satisfactory, we nevertheless give no guarantee, expressed or implied, as to the quality, description or productiveness of any bulbs or roots we send out and will in no way be responsible for the crop. If the purchaser does not accept our bulbs or roots under these conditions, they are at once to be returned. No claims whatever will be allowed unless reported to us within 48 hours after the merchandise is received.

Hardy Lilies

These aristocrats of the summer garden are now within reach of everyone's purse. Every florist should plant them and every storekeeper should feature them. They add a dignified beauty to any garden setting that cannot be attained with other subjects.

LILIUM AURATUM (Goldband)

A tall, noble Lily, growing 4 to 6 feet high. Its huge flowers are white with red spots and a golden rib down the center of each petal.

	Doz.	100
8-9 inches	\$1.35	\$10.00
9-11 inches	2.00	16.00

LILIUM HENRYI

A very tall, robust grower bearing yellow flowers with lighter stamens.

	Doz.	100
8-10 inches	\$1.35	\$10.00
9-11 inches	2.00	16.00



LILIUM AURATUM



LILIUM REGALE

LILIUM REGALE

Not only is this one of the most beautiful of all Hardy Lilies, but it has the additional important quality of seemingly adapting itself to many different locations and doing uniformly well. It will thrive and produce splendidly in any ordinary garden location. It is a white trumpet Lily with markings of pink, yellow and light brown, extremely fragrant and flowers in June.

	Doz.	100
6-7 inches	\$.85	\$6.50
7-8 inches	1.20	8.50
8-9 inches	1.50	11.00
9-10 inches	1.80	13.00
10-11 inches	2.25	16.50

LILIUM RUBRUM

A Japanese Lily, growing 3 to 4 feet high with large open flowers of carmine-pink with crimson spots.

	Doz.	100
8-9 inches	\$1.35	\$10.00
9-11 inches	2.00	16.00

LILIUM TIGRINUM—Single Tiger Lily

Orange-yellow with black spots. A great favorite that gives splendid results, without much coddling, and quickly increases into large clumps or colonies in the hardy border.

	Doz.	100
6-7 inches	\$.85	\$ 6.50

LILIUM TIGRINUM—Double Tiger Lily

6-7 inches	\$1.10	\$ 8.00
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Lily of the Valley

LILY-OF-THE-VALLEY

For Forcing

With the uncertainty that exists regarding the arrival of the new crop Valley Pips from Europe we are unable to quote prices as this catalog goes to press. We shall be glad to have inquiries from our customers and to then name prices if the stock is available.

For Outdoor Planting

We offer local grown pips as follows:

Per Doz., \$0.20; per 100, \$1.50; per 1000 \$12.50

For store trade we also have wrapped packages of Valley as offered on page 16.



LILIUM RUBRUM

Note Our Prices on Liliium Regale — The Finest Variety for American Gardens

GLADIOLUS Finest Quality — Long Island Grown



PICARDY

PICARDY – The Finest of All

Beautiful coral pink. Tall, handsome spikes of large flowers with perfect formation.

This season we again have a fine stock of this most popular of all Gladiolus. The bulbs are grown by us and are healthy and 100% true to name.

	Doz.	100	1000
1st Size 1½ inches and over	\$0.20	\$1.20	\$10.00
2nd Size 1¼ to 1½ in.15	1.00	7.50
3rd Size 1 to 1¼ in.10	.60	5.00
4th Size ¾ to 1 in.08	.50	4.00

SPECIAL! Oversize Bulbs of Picardy

We have a fine stock of Mammoth bulbs measuring two to three inches and over. These monster bulbs produce the largest flowers and each bulb will yield two or more flowers. This makes the cost per flower very reasonable. For extra fine flowers plant these oversize bulbs.

Per Doz. \$.25; Per 100, \$1.50; Per 1000, \$12.50

BULBLETS OF PICARDY

This variety is a rapid grower from bulblets and when properly spaced gives many flowers and produces large bulbs.

Per Peck \$2.00; Per Bushel \$7.00

Most of the Gladiolus we offer are produced by us on our own farms here on Long Island, and, from numerous tests and reports we are convinced that the quality, either for forcing or for outside planting, is the finest in the country.

Stocks are absolutely true to name and as free from disease and insect pests as it is humanly possible to maintain. We urge our customers to exercise this same vigilance when growing these bulbs for some pests, particularly thrips, are carried over from old stocks or are spread from nearby plantings. We have prepared a short article giving the latest U. S. government control methods and will be glad to send it wherever requested. The varieties we offer are the leaders in their respective colors.

	Doz.	100	1000
AFLAME. Large flower on extra tall stem. Bright orange-flame color. Waved petals. First Size Bulbs	\$0.20	\$1.50	\$12.00
ALBANIA. Good commercial white. Flower is small but tough and holds up splendidly in hot weather. First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00
ALBATROSS. Large exhibition pure white. Tall, stiff stem. Very good. First Size Bulbs25	1.70	14.00
Second Size Bulbs ..	.20	1.50	12.00
APRICOT GLOW. Early flowering tall apricot. Very free flowering and good grower. First Size Bulbs16	1.20	10.00
Second Size Bulbs ..	.14	1.00	8.00
BAGDAD. Smokey old-rose. Unusual shade. Tall, straight spike with many blooms open together. First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00
BEACON. An outstanding new variety that is generally acclaimed as a real beauty. Very tall, handsome spike of light red with creamy blotch. Slightly ruffled. Highly recommended. First Size Bulbs75	4.80	40.00
Second Size Bulbs ..	.60	4.00	32.00
Third Size Bulbs45	3.00	24.00
BERTY SNOW. Ranks next to Minuet as the best lavender for commercial use. Large, well-formed spike. First Size Bulbs16	1.20	10.00
Second Size Bulbs ..	.14	1.00	8.00
BETTY NUTHALL. Vivid salmon-orange shading to yellow at the throat and having a carmine margin. Tall spike bearing about twenty or more buds with many open together. One of the latest to flower. First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00
BLEEDING HEART. White and pale pink with large, distinct red blotch. A glorified Pendleton. Very striking. First Size Bulbs30	1.90	16.00
Second Size Bulbs ..	.25	1.60	13.00
CHARLES DICKENS. An early, very tall purplish violet. Strong grower. Good Florists' variety and considered the best in this color. First Size Bulbs30	1.90	16.00
COMMANDER KOEHL. Very deep red and the finest in this color. Makes a good spike of heavy flowers. Very good. First Size Bulbs30	1.90	16.00
Second Size Bulbs ..	.25	1.60	13.00
DEBONAIR. LaFrance pink with beautiful cream throat. First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00
DUNA. Delightful combination of light pink and buff. First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00
DR. F. E. BENNETT. This is the accepted commercial leader among red varieties. Heavy, well shaped spike with many open at the same time. Large, brilliant scarlet. First Size Bulbs30	1.90	16.00
Second Size Bulbs ..	.25	1.60	13.00

GLADIOLUS — Continued

	Doz.	100	1000
FLAMING SWORD. Large flame-red with long stem. Well placed flowers.			
First Size Bulbs	\$.20	\$ 1.50	\$ 12.00
Second Size Bulbs16	1.20	10.00
GIANT NYMPH. A ranking favorite. Color is clear pink with creamy yellow throat. Good grower.			
First Size Bulbs18	1.35	11.00
Second Size Bulbs15	1.10	9.00
HIS EXCELLENCE. Very early light red. Large individual florets on short spike. Robust grower.			
First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00
GLORIANA. Golden salmon with yellow throat. Fine tall grower. We recommend it as one of the best in this color.			
First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00
GOLD EAGLE. Very early deep yellow.			
First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00
GOLDEN DREAM. Extremely tall yellow and one of the best available in this color.			
First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00
LA PALOMA. A nice, very early orange variety that makes a good spike.			
First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00
MAID OF ORLEANS. Now that this variety is available at a reasonable price it assumes the commanding position of the leading white. Large flower, perfect placement and good stems. Very early. We have a large stock.			
First Size Bulbs25	1.60	13.00
Second Size Bulbs18	1.35	11.00
Third Size Bulbs14	1.00	8.00
MAMMOTH WHITE. Huge pure white with well placed flowers of fine form. Too soft for commercial use but fine for the garden.			
First Size Bulbs27	1.80	15.00
Second Size Bulbs20	1.50	12.00
MARGARET FULTON. Beautiful deep pink. Medium size flower with good placement. This is the sturdiest variety we know of and this quality makes it very desirable.			
First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00
MINUET. This is the leading clear lavender variety. Good color and perfect form. Ranks among the most popular of all varieties.			
First Size Bulbs30	1.90	16.00
Second Size Bulbs25	1.60	13.00
PELEGRINA. Very handsome deep purple without markings. Considered the best in this color.			
First Size Bulbs25	1.70	14.00
Second Size Bulbs20	1.50	12.00
PICARDY. SEE FEATURE LISTING ON PAGE 10.			
RIMA. A very fine new kind. Enormous spikes of beautiful light pinkish-lavender.			
First Size Bulbs	1.50	10.00	90.00
ROSA VAN LIMA. A new one from Holland that is a perfect beauty. Clear, light pink without any markings. Tall, vigorous grower. Very fine.			
First Size Bulbs45	3.00	25.00
VAGABOND PRINCE. A new beauty for the garden. Mahogany brown with lighter throat and flaming blotch. Magnificent spike.			
First Size Bulbs45	3.00	25.00
Second Size Bulbs38	2.50	20.00
VREDENBURG. Pure paper-white without markings. Extra large florets. Good placement and nice spike.			
First Size Bulbs90	6.00	50.00
Second Size Bulbs75	4.80	40.00
WASAGA. A combination of apricot yellow and pink with ruffles on petal edges. Very good.			
First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00

GLADIOLUS MIXTURES

FEATURE MIXTURE. Contains only the large flowering types in the better varieties. Wide range of color.			
First Size Bulbs18	1.25	11.00
Second Size Bulbs14	1.00	8.00
STANDARD MIXTURE. A well balanced assortment of colors is represented in this fine mixture.			
First Size Bulbs15	1.10	9.00
Second Size Bulbs12	.85	7.00
PRIMULINUS MIXTURE. Made up solely in the dainty hooded types. A carnival of color at a low price.			
First Size Bulbs20	1.50	12.00
Second Size Bulbs16	1.20	10.00
OVERSIZE MIXTURE. Mammoth bulbs measuring two to three inches. Make a fine counter display.			
.....	.20	1.50	12.50



MAID OF ORLEANS



MINUET



AMARYLLIS, GIANT HYBRID



BEGONIA—Tuberous Rooted Double



BEGONIA—Tuberous Rooted Crispa

AMARYLLIS – Giant Hybrids

No other bulbous subject offers such an opportunity for the development of increased sales and satisfied customers as these Hybrid Amaryllis. For years we have aided in their development and have started many concerns selling them—and we never get an unfavorable report.

For house culture the ease with which they can be flowered makes them the outstanding subject for this purpose and they also make a beautiful pot plant for florist use. The colors are mixed and range from pure white through the various pink shades to deep red.

	Doz.	100	1000
2¼ to 2½ inches	\$1.50	\$10.00	\$90.00
2½ to 3 inches	2.00	12.50	120.00
3 to 3½ inches	2.50	17.50	160.00
3½ to 4 inches	3.50	25.00	225.00
4 inches and up	4.50	35.00	

Amaryllis Halli

(*Lycoris Squamigera*)

The bulb produces its foliage in spring which is followed by a tall lavender spike of beautiful flowers in midsummer. It is perfectly hardy and a splendid permanent subject for summer flowering in northern gardens.

Each, \$0.75; per doz, \$8.40; per 100, \$65.00



Amaryllis Halli

ANEMONES

These bulbs may be planted in early Spring with marked success, and they do remarkably well outdoors in many sections of the country.

DE CAEN. Large single form. Many colors

	Doz.	100	1000
1 year bulbs	\$0.30	\$1.80	\$15.00
2 year bulbs50	3.00	25.00

ST. BRIGID. Semi-double. Large and full. Mixed colors.

	Doz.	100	1000
1 year bulbs	\$0.50	\$3.00	\$24.00
2 year bulbs65	4.00	35.00
In separate colors. Dark blue, violet and dazzling red.			
2 year top size75	5.00	40.00

See page 19 for Anemone Packages

BEGONIAS – Tuberous-rooted

The war has cut off the importation of these bulbs from Belgium and so we have to rely upon the limited American grown supply. The quality is just as good as the imported stock but prices—due to the small supply—are higher. To avoid disappointment we suggest that orders be mailed as early as possible. For summer pot-plants or for garden use in semi-shaded locations there is no better subject.

Single

	1" to 1½"	
ORANGE } Doz.	\$.85	
PINK } 100	6.00	
RED } 1000	55.00	
SALMON } 1½" to 2"		
WHITE } Doz.	\$1.50	
YELLOW } 100	11.00	
	1000	105.00

Double Camelia

	1" to 1½"	
ORANGE } Doz.	\$.85	
PINK } 100	6.00	
RED } 1000	55.00	
SALMON } 1½" to 2"		
WHITE } Doz.	\$1.50	
YELLOW } 100	11.00	
	1000	105.00

Also Two Beautiful Ruffled Types

Single Crispa

	1" to 1½"
ORANGE } Doz.	\$1.00
PINK } 100	7.00
RED } 1½" to 2"	
SALMON } Doz.	\$1.60
WHITE } 100	12.00
YELLOW } 100	

Double Fimbriata

	1" to 1½"
ORANGE } Doz.	\$1.00
PINK } 100	7.00
RED } 1½" to 2"	
SALMON } Doz.	\$1.60
WHITE } 100	12.00
YELLOW } 100	

Multiflora

We have a limited supply of this sensational new Miniature type. The plants are literally covered with clusters of 1 inch flowers the whole season and make a striking display.

FLAMBOYANT. Dazzling red

HELEN HARMS. Yellow

MADAM RICHARD GALLE. Orange

Any of the above — each \$.25; per doz., \$2.50

6 or More at Dozen Rate; 25 or More at 100 Rate; 250 or More at 1000 Rate

BLEEDING HEART DICENTRA

A beautiful garden plant of graceful habit, 2 to 3 feet high. The foliage is of a highly ornamental, fern-like appearance, over which hang the drooping spikes of pink, heart-shaped flowers. Blooms outdoors in May and June, and in the Fall can be lifted and potted for Winter and Spring bloom indoors. Be sure to include this in your order — always in popular demand

Large Field Clumps per doz. \$3.00; per 100 \$20.00; per 1000 \$180.00
Wrapped Divisions per doz. 1.25; per 100 8.00; per 1000 75.00

CALADIUM – Fancy Leaved

The large, brilliant colored leaves that these bulbs produce make an unequalled display for the Summer garden. As a pot plant for florists' use, there is no better Summer subject.

NAMED VARIETIES. A collection of 5 named kinds which includes all of the best forms and richest colorings.

Per 25 (5 of each) \$ 4.25
 Per 100 (20 of each) 15.00
 Per 1000 (200 of each) 125.00

MIXED COLORS. All colors represented in this mixture, including the Birch bark varieties.

Per doz. \$ 1.35
 Per 100 10.00
 Per 1000 90.00

CALADIUM ESCULENTUM (Elephant's Ears)

A splendid plant with tropical-like foliage for border groups, lawn specimens but most frequently used with Cannas and plants of similar nature for Summer flowering beds. The massive size and bright appearance of the leaves (which resemble an elephant's ear) are most striking, either when used alone or as a background for other flowering plants.

	Doz.	100	1000
5-7 in.	\$0.50	\$2.75	\$22.00
7-9 in.60	3.50	30.00
9-11 in.	1.00	6.50	60.00
11-13 in.	2.00	15.00	125.00

CALLAS

All of the Callas offered below are suitable for garden planting and combine the rare combination of decorative foliage with flowers of unusual keeping qualities. Those who are seeking unusual items of rare and odd beauty should plant them.

	Doz.	100	1000
ALBA MACULATA. A fine summer garden variety. Creamish white flowers with beautiful spotted foliage.	\$1.80	\$12.00	\$100.00
ELLIOTTIANA. The well known yellow Calla. Does exceptionally well in the garden where it makes a striking display.	1.80	12.00	100.00
PICTUM. Generally referred to as the "Black Calla". Color is velvety violet-black. An item of odd and rare beauty. each .40	3.50	25.00	
REHMANI. A beautiful and dainty dark pink variety. A gem in any garden. each .50	5.00	37.50	

CANNAS

Cannas are the showiest of all Summer bedding plants and as a result are always in demand and are among the leading sellers for storekeepers.

The roots that we send out are Northern grown, plump, two to three eye divisions and are not to be compared with the smaller Southern stock frequently offered at lower prices.

	Doz.	100	1000
CITY OF PORTLAND. Glowing pink	\$0.70	\$4.75	\$40.00
CRIMSON BEDDER. Deep crimson40	2.75	22.50
EUREKA. White50	3.30	27.50
HUNGARIA. Deep rose50	3.35	28.00
KING HUMBERT RED. Orange scarlet45	3.00	25.00
KING HUMBERT YELLOW. Golden yellow, spotted red45	3.00	25.00
MRS. ALFRED CONRAD. Salmon pink55	3.60	30.00
RICHARD WALLACE. Light yellow40	2.75	22.50
ROSEA GIGANTEA. Soft rose pink55	3.60	30.00
THE PRESIDENT. Red45	3.00	25.00
WINTZER'S COLOSSAL. Vivid scarlet40	2.65	22.00

CINNAMON VINES

A fine perennial climber with Ivy-like leaves and sweet-scented flowers.

Per doz. \$0.75
 Per 100 5.00
 Per 1000 40.00

GLOXINIAS

We will have to rely upon the small domestic supply of Gloxinias as the war has cut off the importation from Belgium. The supply is extremely limited so please send your orders in early

MONT BLANC —White	ROI des ROUGES —Dark crimson
BLANCHE de MERU —Rose with white throat	PRINCE ALBERT —Dark Violet
ETOILE de FEU —Scarlet	EMPEROR WILLIAM —Violet bordered white
EMPEROR FREDERICK —Scarlet bordered white	

Any of the above—

	Doz.	100	Doz.	100
1" to 1½"	\$1.75	\$12.00	1½" to 2"	\$2.50 \$17.50

You Can Deduct 5% When Cash Accompanies Order. See Terms of Sale Page 8.



DICENTRA (Bleedingheart)



YELLOW CALLAS IN THE GARDEN



GLOXINIA



HYACINTHUS CANDICANS

GERMAN IRIS

An assortment of some of the finer new kinds.
 Per doz. \$0.50
 Per 100 3.50
 Per 1000 30.00

OXALIS

These bulbs make delightful border plants. They have Clover-like foliage and are a mass of blooms all Summer.

Deppei White
 Lasiandra Rosy Pink
 Shamrock Deep Pink
 Per doz. \$0.20
 Per 100 1.25
 Per 1000 10.00



MONTBRETIA

HEMEROCALLIS (Day-Lilies)

With the development of fine new hybrids this subject is rapidly gaining popularity as a very desirable perennial.

	Doz.	100
DR. REGAL. Orange yellow. Fragrant	\$1.60	\$12.00
FULVA. Common native day lily. Orange Red75	5.00
GOLD DUST. Clear gold	2.40	18.00
OLIF. Deep yellow. July bloomer	2.00	15.00
ORANGE KING. Brilliant orange	2.00	15.00

HYACINTHUS CANDICANS

These flowers resemble huge Hyacinths with stalks 3 and 4 feet high and with drooping, Hyacinth-like white bells. They make a long and good showing when planted in borders. Even the smaller sizes bloom profusely.

1½ to 2 in.65 per doz.,	4.00 per 100,	35.00 per 1000
2 to 3 in.85 per doz.,	6.00 per 100,	50.00 per 1000

ISMENE

CALATHINA. This bulb makes an Amaryllis-like growth and produces in early Summer a white, trumpet-shaped flower resembling a large Daffodil. Sweet scented. Very attractive and unusual. Large size bulbs. Per doz., \$1.25; Per 100, \$9.00; Per 1000, \$85.00

HARRISIANA. A rare and very beautiful star-shaped variety of pure white. Each \$.35; Per doz. \$3.50

JAPANESE IRIS

Here is an opportunity to obtain a representative list of the World's finest Japanese Iris at very reasonable prices. These Iris are rapidly gaining favor as the showiest summer garden flower.

	Per Doz.	Per 100
BETTY F. HOLMES. Double. Snow-white cream styles, lemon-yellow throat.	\$2.15	\$15.00
BLUE GIANT. Truly a giant. Blue with shades of violet and purple.	1.50	10.50
CHUTSAI. Single. Mauve with snow-white branches.	1.50	10.00
HERCULE. Double. Large petals, round, slightly waved, shades of blue and purple, yellow base.	1.50	10.00
KOKI-NO-IRO. Double. Frilled branches and 6½ inch petals. Royal blue with shades of violet.	1.50	11.00
LA FAVORITE. Double. Large white with delicate veins of purple.	2.15	15.00
LIGHT-IN-THE-OPAL. Double. Gorgeous genuine pink with golden throat surrounded by a halo of blue.	3.50	24.00
MRS. GEORGE STUMPP. Single. Large white petals. Tiny mauve standards.	1.75	12.00
NEPTUNE. Single. Red-purple. A beauty.	2.15	15.00
PATROCLE. Single. Amethyst-violet. Yellow throat.	1.75	12.00
RED RIDING HOOD. Single. Red veined white.	1.75	12.00
HYBRID SEEDLINGS. Everyone different and a wide color range. Very often these seedlings contain varieties of exceptional color and value. Special price per thousand \$40.00.	.75	5.00

MADEIRA VINE

Commonly known as climbing Mignonette. Makes a rapid annual growth and is a good subject for a ground cover or climbing vine.

Per doz.	\$ 0.50
Per 100	3.00
Per 1000	26.00

MONTBRETIAS

You will find that limited planting of these will give you something unusual in a graceful Summer cut flower.

	Doz.	100	1000
AURANTIACA. Orange yellow	\$0.60	\$3.60	\$30.00
FIRE KING. Red60	3.90	32.50
GERMANIA. Red and yellow.60	3.90	32.50
GOLDEN WEST. Golden Yellow75	4.80	40.00
KING EDMUND. Fine large yellow90	5.10	42.50
TALISMAN. Dark scarlet75	4.20	35.00
FINE MIXTURE.50	3.00	25.00

TRITOMAS

Commonly known as "Flame Flowers" or "Red Hot Pokers" on account of their spike-like, brilliant colored flowers.

This is one of the showiest subjects for the Summer garden and produces a continuous profusion of flowers.

PFITZERI. Flame red color. Flowers late August and September.	
Per doz.	\$ 1.00
Per 100	7.00
Per 1000	65.00

See Page 16 for Wrapped Packages of Japanese and German Iris

PEONIES (Plump 2-3 Eye Divisions)

ALBATRE. A fine white with nice form and substance.	Doz.	100
ALBERT CROUSSE. Tall, late, rosy white, flecked with crimson. Large bomb shaped flower.	\$1.75	\$12.00
BARONESS SCHROEDER. Large, globular flowers. Flesh white turning to milky white.	1.75	12.00
COURONNE d'OR. White with yellow tints. Center petals edged with carmine. Large flower. Good keeper. Late.	2.00	15.00
EDULIS SUPERBA. Favorite light pink for commercial growers.	2.00	15.00
EUGENE VERDIER. Hydrangea-pink with deeper center and crimson spots.	1.75	12.00
FELIX CROUSSE. Rich red and the most popular one of this color.	2.00	15.00
FESTIVA MAXIMA. Pure white with crimson markings on center petals. The most popular white.	1.75	12.00
GERMAINE BIGOT. Lilac rose Large, flat flower. Mid-season.	2.00	15.00
JAMES KELWAY. Tall, large flowers. Pure white with pink shadings and yellow base.	2.00	15.00
KARL ROSENFELD. Very large, early red. Strong grower, tall and free flowering.	2.00	15.00
MONS. JULES ELIE. Considered by many as the finest Peony of all. Beautiful glowing pink.	2.00	15.00
QUEEN VICTORIA. While the flower is smaller than most, it is one of the most profitable whites to grow on account of its free flowering and long keeping qualities.	1.75	12.00
REINE HORTENSE. Soft flesh pink with crimson splashes. Large and beautiful flat flower.	1.75	12.00
SARAH BERNHARDT. Large, strong grower of apple-blossom-pink, each petal edged with silver.	2.00	15.00



Peony, Festiva Maxima

Wrapped Peonies in Separate Colors

Each individually wrapped with moss and water-proof paper, and large colored label on wrapper.

Pink, Red and White. 2 to 3 eyes.	Doz.	100	1000
Pink, Red and White. 3 to 5 eyes.	\$1.25	\$9.00	\$85.00
	1.75	12.00	115.00

RANUNCULUS

French Hybrids

A fine strain of large double flowers containing a wide range of colors in a balanced assortment.

	Doz.	100	1000
Top Size	\$.40	\$3.00	\$25.00
1st Size30	2.00	16.00
2nd Size20	1.50	12.00

Claremont Giants

This is a fine new strain with massive double flowers. Wide range of popular colors in splendid mixture.

	Doz.	100	1000
Top Size	\$.45	\$3.25	\$27.50
1st Size35	2.25	17.50
2nd Size20	1.50	13.00

See Page 19 for Ranunculus in Packages



TIGRIDIA PAVONIA

TIGRIDIA PAVONIA

For brilliancy of color there are few floral subjects that can compare with Tigridias. The bulbs, which can be handled the same as Gladiolus, bloom in mid-summer. Each stalk produces several flowers and this prolongs the display.

For something strikingly beautiful and unusual we suggest these Tigridias.

Per Doz. \$1.00; Per 100 \$7.50; Per 1000 \$60.00

TUBEROSES

Lovers of the old-fashioned gardens always like to include Tuberoles in their general collections and these bulbs therefore retain their old popularity from year to year. A deliciously fragrant flower and an exceptional favorite among Summer plants — grows 2-3 feet high, with waxy, white flowers in compact spike. Crop is short this year so order early.

DWARF PEARL

	Doz.	100	1000
Double, 3-4	\$0.25	\$1.50	\$12.00
Double, 4-650	3.00	26.50
Double, 6-8	1.00	7.00	60.00

MEXICAN

	Doz.	100	1000
Single	\$0.50	\$3.00	\$25.00



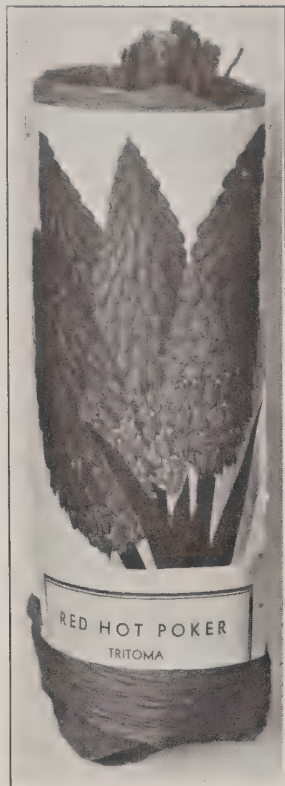
TUBEROSES

6 or More at Dozen Rate; 25 or More at 100 Rate; 250 or More at 1000 Rate

Perennial and Other Wrapped Packages

FOR STORE SALES

This list of perennials and other Spring selling subjects comprises the most popular home garden plants. Each is wrapped in a distinctive colored, moisture-proof paper with sufficient moss to preserve the plants in a perfect condition over the usual selling period and a liberal sized colored reproduction is attached to each plant. Growing instructions are also given.



All wrapped in moisture-proof paper with colored label and growing instructions.

AQUILEGIA (Columbine). Fine strain of long-spurred hybrids. Very beautiful early Spring perennial.

BLEEDINGHEART. Favorite perennial of the old-fashioned garden.

CHRYSANTHEMUMS. These hardy Chrysanthemums are a very popular garden subject and one of the best sellers. We have them available in four distinct colors with separate labels for each color—Red, Pink, Yellow and Bronze.

COREOPSIS. This is one of the favorite hardy garden plants. Large, bright yellow flowers which bloom in great profusion most of the summer.

CAMPANULAS (Canterbury-bells). A favorite flower of the old-fashioned garden. Large spikes of bell-shaped flowers produced on stems about 1 ft. high.

DELPHINIUM (Larkspur). We have a very good stock of the finest English strains which range in color from the palest blue to the deepest purple with many pastel shades of mauve, pink, and lavender. A very popular garden subject.

DIGITALIS (Foxglove). Spikes are 2 and 3 feet which bloom in June and July. Create a fine, old-fashioned garden effect.

FUNKIA VARIEGATA. The variegated foliage of yellow and green make this a very desirable edging plant. Bears spikes of tall blue flowers in Mid-summer.

FUNKIA SUBCORDATA. Large green foliage with pure white, Lily-shaped fragrant flowers that bloom in August and September.

GAILLARDIA (Blanket flower). Lovely shades of orange, yellow and red that bloom all Summer and Fall and make this a very desirable plant for any garden.

HIBISCUS. (Mallow Marvels). One of the showiest subjects for August flowering. Plants grow bushy and about 3 feet in height and make an excellent background. Produce beautiful large flowers measuring 4 inches and 5 inches across in shades of white, red, and pink.

HEMEROCALLIS (Daylilies). Rich yellow and orange flowers produced on tall stems in the early Summer. Height about 2 feet.

HOLLYHOCK. Everyone knows what these are and for a tall background effect there is nothing more striking and beautiful.

IRIS, JAPANESE. The finest of all the Iris family. Very large, flat flowers in a wide range of handsome colors. Bloom in June.

IRIS, GERMAN. An assortment of the finest of the newer varieties of this popular garden subject.

LILY OF THE VALLEY. This popular subject is always in good demand. These roots are the genuine outdoor type for garden planting.

PHLOX. These hardy Phlox are a beautiful addition to any hardy plant collection. The fine varieties that we offer have large flower heads on long stems and in a wide range of colors.

PHYSALIS (Chinese Lantern). These produce bright orange scarlet lanternlike fruits which when cut last all Winter.

PYRETHRUM (Painted Daisies). A mixture of double and single flower sorts in many shades of pink, rose, and white.

RUDBECKIA (Golden Glow). This very popular hardy plant produces large masses of golden yellow double flowers shaped like miniature Dahlias. Grows 5 ft. and 6 ft. tall.

SEDUM SPECTABILIS. A pretty erect-growing variety of "live-for-ever". About 18 inches tall, with broad, light green foliage and large heads of handsome rose-colored flowers.

SHASTA DAISY. A fine, large white Daisy that shows up splendidly in every perennial border.

SPEARMINT. Always in demand for every kitchen garden.

SWEET-WILLIAM. A fine mixture of the best English strains of this very popular hardy plant.

TRITOMA (Red Hot Poker). One of the showiest of all perennials and should have a place in every garden.

VERONICA. Beautiful spike of large blue flowers about 15 inches tall. Flowers late June and July.

All of the above: \$1.00 per doz., \$7.00 per \$100, \$65.00 per 1000

(25 at 100 rate, 250 at 1000 rate)

A Liberal Display of These Colorful Packages Makes an Attractive Sales Appeal

Wrapped Peonies Offered on Page 15; Bleeding Hearts on Page 13

Packaged BULBS and PLANTS for Store Trade

THE advantages of handling packaged bulbs and roots are obvious. The moisture-proof covering prevents evaporation and maintains these subjects in a live condition much longer than when they are exposed to dry store atmospheric conditions. Packaged items permit of a clean, orderly and attractive display and entirely eliminate the waste and culls prevalent with the handling of bulk merchandise. In addition, the wrappers provide an opportunity of giving descriptions and growing instructions which are so vital to the maintenance of satisfied customers.

GLADIOLUS IN CELLOPHANE BAGS

No Waste—No Culls—No Dirt

SELF SELLING

With Complete Growing Instructions on Each Bag
and the Flowers Shown in Natural Colors

Five Most Popular Varieties

PINK: Los Angeles RED: Virginia ROSE: Shaylor
YELLOW: Souvenir LAVENDER: Herada

Four Top Size Bulbs in Each Bag

These Are Packed 25 Assorted Packages In Attractive Display Carton

Price per carton of 25 packages, \$1.65

SPECIAL STORE ASSORTMENT

25 Packages Popular Home Garden Subjects

This assortment packed in the special display carton shown on the right, has been featured by us for the past three seasons, has proved a ready seller with our trade, and sales have increased enormously. Each item is packed either in moisture-proof paper or cellophane with a colored picture on each package and complete growing instructions. Here is what the assortment contains:

- 1 Red Peony
- 1 Pink Peony
- 1 White Peony
- 2 Japanese Iris
- 1 German Iris
- 1 Caladium
- 1 Coreopsis
- 2 Hibiscus
- 2 Red Hot Poker
- 2 Cannas Red
- 2 Cannas Pink
- 2 Cannas Yellow
- 2 Tuberoses
- 2 Funkia
- 2 Delphinium
- 1 Sedum

—
25



Cellophane Bag of
Gladiolus



DISPLAY CARTON CONTAINING 25 PACKAGES
ASSORTED GLADIOLUS



DISPLAY CARTON CONTAINING 25 PACKAGES
ASSORTED BULBS AND ROOTS

We furnish attractive
COLORED
Display Cards
FREE
WITH ORDER
FOR BULK BULBS

Flowering Bulbs in themselves convey no impression in the customers' minds as to what they will produce and usually it is essential that the display of each variety be accompanied with an illustration showing exactly what the flower is like. This is very important in the sale of dry bulbs and roots over the counter. We have prepared a standard size 5½ x 7 display card for most of the varieties as shown in this list. These cards not only show the flower in natural color, but give the name of each and provide space for pricing. These cards are sent free with each order.

These Display Cartons Are Attractive Self Selling Units

Attractively Boxed Dahlia Collections

We are sure that our method of packing these collections represents the most progressive step that has ever been advanced towards the successful retailing of Dahlia roots. They are packed in neat, attractive boxes with the flowers shown in actual color on the covers and each root is separately wrapped in moisture proof paper which preserve the vital life of the tuber until planted. Complete planting and growing instructions are shown on each package.

Bulk Dahlia roots are difficult subjects for the average retailer to handle but with our packages all of the grief is eliminated. So successful has the method proved that we are able to guarantee satisfaction to the ultimate buyer—something never before possible.

Sales will increase several hundred per cent where these packages are displayed and satisfied customers will result.

GUARANTEED !!

Each of these Dahlia collections is unconditionally guaranteed by us and free replacement will be made of any root that fails to give entire satisfaction for any reason whatever.



"Garden Full of Dahlias"

This collection contains six of the most popular standard varieties such as Jane Cowl, Jersey's Beauty, etc., and the whole color range is represented. The names of the varieties are plainly printed on the front of the box and each root is labeled. This package is the most popular number and sells itself wherever displayed.

Per doz. packages \$5.00; per 100 \$35.00



"Super Collection"

In this collection we pack six outstanding varieties that are all renowned kinds in the higher price brackets. The varieties are named on the outside of the package and each root is labeled. Here is an opportunity to feature six leading varieties that every Dahlia grower wants, and at a price much lower than they could be bought individually.

Per doz. packages \$8.00; per 100 \$60.00



"Pompon Collection"

Six choice pompon varieties, one each of six different colors. Same attractive package with group illustration of Pompon Dahlias in actual color.

A good demand exists for these dainty Pompon varieties and, at the low price at which this collection can be sold, will prove to be a good seller.

Per doz. packages \$5.00; per 100 \$35.00



"Miniature Collection"

A very beautiful four color wrapper, showing six of the leading varieties, encloses this collection. We believe this is the first time that these beautiful Miniature types have been made available at such low prices. There is a pronounced trend toward these smaller flowers and this collection fills a timely need.

Per doz. packages \$6.00; per 100 \$45.00



"Cactus Collection"

Every Dahlia lover wants Cactus varieties and for years we have been building up our stocks of this type to enable us to put up this collection at a reasonable price. A wide range of colors is represented in the six varieties and all are true Cactus types. This package is very attractive and will sell itself. Remember, every root is guaranteed.

Per doz. packages \$8.00; per 100 \$60.00

DAHLIAS IN INDIVIDUAL PACKAGES

By actual test these packages increase Dahlia sales 300 to 400%

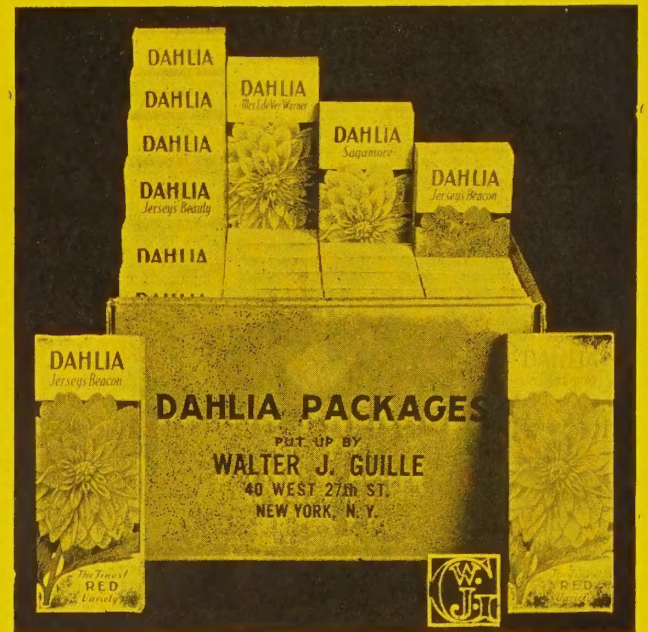
These individual Dahlia boxes each contain one plump root that is wrapped in moisture-proof paper to preserve it in good condition until planting time. The boxes are attractively printed in the natural colors of the flowers and make a good, colorful sales appeal when properly displayed. Planting and growing instructions are shown on each box.

In addition to the convenience of handling Dahlia roots in this manner these boxes eliminate all complaints that arise from breakage, drying up of roots, mixing, etc., that are usually associated with the handling of bulk stock.

These packages are available in the following varieties:

- JERSEY'S BEAUTY:** Pink
- JERSEY'S BEACON:** Red
- MRS. WARNER:** Lavender
- AVALON:** Yellow
- SAGAMORE:** Orange
- WHITE KING:** White

All at one price, \$6.50 per 100 packages.



CARTON OF PACKAGED DAHLIAS

We can also package, in plain box, any other varieties listed by us in the front pages of this catalog at the list price of the roots plus \$1.50 per 100 for packaging



ANEMONE PACKAGE

Anemone Packages

4½" x 7", lithographed in natural colors. Planting instructions on reverse. No names shown.

Packages Containing 12 Bulbs

Per 100 \$14.00

Ranunculus Packages

Same type of envelope as above.

Packages Containing 12 Bulbs

Per 100 \$14.00



RANUNCULUS PACKAGE

SUPPLIES FOR BULB DEALERS

PEARL CHIPS—Colored

1-lb. cellophane bags—per 100 bags	\$ 6.00
100-lb. bag	4.00
5 100-lb. bags	18.00
10 100-lb. bags	35.00

PEARL CHIPS—White

1-lb. cellophane bags—per 100 bags	\$ 6.00
100-lb. bag	4.00
5 100-lb. bags	18.00
10 100-lb. bags	35.00

BULB FIBER

1-qt. packages—per 100	\$ 6.00
100-lb. bag	3.50

BULB PEBBLES—Washed and Screened

100-lb. bag	\$2.00
5 100-lb. bags	8.75
10 100-lb. bags	16.50
20 100-lb. bags	30.00

WHOLESALE CATALOG - Spring 1941



WALTER J. GUILLE, INC.

FLOWER BULB SPECIALISTS

HICKSVILLE, LONG ISLAND, NEW YORK